

## **Scope**

This policy applies to all use of social media by Brickfields Asia College students, faculty and staff to represent or discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources.

**"Social media"** is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily.

Examples of popular social media include, without limitation, texting, blogs and propriety platforms such as Twitter, Facebook, LinkedIn®, My Space, YouTube and Flickr®.

## **Purpose**

This policy

1. provides guidance concerning the use of social media through the College's network, systems or equipment and/or the use of social media to represent or discuss matters related to Brickfields Asia College and/or members of the Brickfields Asia College community ;and
2. Sets forth rules for the administration of Brickfields Asia College social media sites.

## **Introduction**

Within the last few years, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution.

Brickfields Asia College recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the Brickfields Asia College community, including students, faculty, staff, parents, alumni, and other interested parties.

It is important to recognize, however, that the use of social media at or concerning Brickfields Asia College is governed by the same laws, policies, rules of Conduct and etiquette that apply to all other activities at or concerning Brickfields Asia College.

Even activities of a private nature conducted away from the College can subject you to disciplinary action if they reflect poorly on the College or interfere with the conduct of College business.

## Usage Guidelines

### A. Rules for Posting to Social Media Sites

When posting to any Brickfields Asia College social media site, communicating with members of the Brickfields Asia community, or discussing the College on any site ,even through your own personal account or using your own phone, computer or other device without using the College network or equipment,

#### **Do**

Remember that laws and Brickfields Asia College policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information apply to communications by Brickfields Asia College students, faculty and staff through social media.

If endorsing Brickfields Asia College, accurately disclose your relationship to the College.

When using Brickfields Asia College sites or acting within the scope of your College responsibilities, you may only endorse Brickfields Asia College, its programs, or its services if you have been authorized to do so by the College.

Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. **Remember, your posts may last forever.**

#### **Do**

Sign your post with your real name and indicate your relationship to Brickfields Asia College. Do not use pseudonyms or post anonymously.

Respect the views of others, even if you disagree.

Be truthful, accurate and complete in describing Brickfields Asia College programs and services.

Strive to be accountable to Brickfields Asia College audiences via regular updates and prompt responses when appropriate.

Obey the Terms of Service of any social media site or platform in which you participate.

Whenever appropriate, link back to information posted on the College website instead of duplicating content. When linking to a news article about Brickfields Asia College, check first to determine whether you can link to a release from the Brickfields Asia College Media Relations Manager (mithila@bac.edu.my) rather than another media outlet.

For assistance with the Brickfields Asia College Media Manager please contact the Media Relations Manager at mithila@bac.edu.my

Whenever, as a member of the Brickfields Asia faculty, you utilize a social medium as a means of student participation in coursework be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable with opening a Facebook account).

## Do Not

Use social media to harass, threaten, insult, defame or bully another person or entity; to violate any College policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.

Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. In addition, do not attempt to compromise the security of any Brickfields Asia College social media site or use such site to operate an illegal lottery, gambling operation ,or other illegal venture.

Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright.

Remember, even information that is widely available to the public (such as text ,photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination.

For more information, please review the Brickfields Asia College Copyright Policy.

Use the Brickfields Asia College name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.

Disclose confidential College information, non -public strategies, student records, or personal information concerning (past or present) members of the Brickfields Asia College community without proper authorization.

## **Do Not**

Make false claims or representations about Brickfields Asia College programs or services, and do not speculate or guess if you do not know the information.

Spread gossip, rumours, or other unverified information.

Furthermore, do not assume that everything posted on a social media site is true.

Spend excessive time using social media for personal purposes during working hours or use any Brickfields Asia College social media sites, networks, equipment or peripherals for unauthorized commercial purposes.

Transmit chain letters, junk email, or bulk communications.

Be rude or argumentative, or use inappropriate language. [Correct factual inaccuracies but avoid negative exchanges whenever possible.]

Be careless with spelling or syntax, or use language that may easily be misunderstood.

Post a person's photograph or video image without first obtaining permission and signed talent releases from anyone depicted in the photograph or video. Blank release forms may be requested from [mithila@bac.edu.my](mailto:mithila@bac.edu.my) and should be promptly returned after they are signed.

### **Note:**

Please keep in mind that photographs posted on social media sites can easily be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolutions to prevent copying. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

Represent your personal opinions as institutionally endorsed by Brickfields Asia College. If you are not authorized to post specific content on behalf of the College, then the following disclaimer should appear in your post:

"These are my personal opinions and do not reflect the views of Brickfields Asia College."

Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, even if you are accessing your own private account over the Brickfields Asia network or using Brickfields Asia equipment or peripherals.

Attempt to mask your identity or attribute your comments to another person (real or fictitious). Insult, disparage, disrespect or defame the College or members of the Brickfields Asia community.

Discuss legal issues or risks, draw legal conclusions, on pending legal or regulatory matters involving the College.

Note:

Brickfields Asia College is not responsible for monitoring or pre-screening content posted on its social media sites. Notwithstanding the foregoing, reserves the right to monitor its sites and remove, without notice, any content that Brickfields Asia College determines to be harmful, offensive, commercial in nature, or otherwise in violation of law or this Policy.

If you become aware of objectionable content posted on a Brickfields Asia College social media or objectionable comments concerning the College that are posted on an unaffiliated site please notify the Media Relations Manager @mithila@bac.edu.my promptly.

## **B. Posting to Social Media Sites Not Administered by Brickfields Asia College**

Brickfields Asia College is aware that members of the Brickfields Asia community may wish to express their personal ideas and opinions through private social media that are not administered by the College.

Nevertheless, Brickfields Asia reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the College or termination of employment, upon students, faculty, or staff who use private social media sites or communications resources in violation of the Usage Guidelines in this policy or in ways that reflect poorly on the College or are deemed to interfere with the conduct of College business. In appropriate cases, such conduct may also be reported to law enforcement authorities.

## **II. Site Approval, Administration and Requirements**

With appropriate authorization, Brickfields Asia College social media sites may be administered on behalf of

(a) Brickfields Asia College as an institution;

- (b) individual colleges/faculties, programs or departments;
- (c) members of the faculty, in connection with a specific course ; or
- (d) student organizations.

Unauthorized use of the Brickfields Asia College name, logo, or trademarks without the express permission of an authorized official of the College is strictly prohibited.

### **III. Authorization of Social Media Sites**

Any person or organization who seeks authorization for a new site will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content.

Institutional sites that represent Brickfields Asia College as a whole must be authorized in advance by the Media Relations Manager of Brickfields Asia College. Sites sponsored by one of Brickfields Asia's partners must be authorized in advance by the Media Relations Manager of the College

Program and departmental sites must be authorized in advance by the Media Relations Officer respectively, and approved.

Sites administered by members of the faculty in connection with specific courses must be authorized by the faculty member and approved by the Program Director.

Sites sponsored by recognized student organizations in connection with specific activities must be authorized by the Media Relations Manager.

#### **Note:**

When naming pages or accounts, selecting profile pictures or icons, and selecting content to post, authorized Brickfields Asia College sites that represent only a segment of the Brickfields Asia College community (for example, faculty of the college , program, department or course) should take care to avoid the appearance of representing the entire institution.

Names, profile images, and posts should all be clearly linked to the particular college, program, department or course.

## **Site Administrators**

Each authorized Brickfields Asia College social media site must have a designated administrator.

In addition, the Media Relations Manager shall be included as an administrator on any Brickfields Asia College social media site.

## **Site Registration**

All Brickfields Asia College social media sites shall register each term with the Brickfields Asia College Office. In addition, they shall keep track of registrations and may, in its discretion, review site content (but is not required to do so).

If a site does not register (or renew its registration) for a term, or if the Office Media Relations becomes aware of content posted on a Brickfields Asia College site in violation of this policy the Media Relations Office shall promptly take appropriate action, which may include notifying the site administrator, the official who authorized the creation of the site , and/or other College officials, removing the offending content and /or closing the site.

## **D.Site Requirements:**

### **Required Terms of Use, Privacy Policies, and Disclaimers**

#### **Terms of Use.**

Every Brickfields Asia College social media site shall clearly set forth Terms and Conditions of Use applicable to the site, which shall incorporate the Usage Guidelines for Brickfields Asia College Social Media Sites substantially as they appear in this policy.

#### **Privacy Policy.**

For sites on which personally identifiable information is recorded, the Terms and Conditions of Use must also include either (a) a link to or (b) the text of the Brickfields Asia College Internet Privacy Policy.

#### **Acknowledgement and Agreement.**

**The Terms and Conditions of Use must also include the following Acknowledgement and Agreement:**

“In connection with the use of this Site and as a condition of such use, the user expressly acknowledges and agrees that any use of the site is subject to these Terms and Conditions of Use; that these Terms and Conditions of Use may change without notice and continued use of the site constitutes acceptance of such changes; that Brickfields Asia College neither endorses nor shall be held liable for the content of any postings that are not made by authorized College personnel or that are in violation of this policy ; and that the user shall indemnify Brickfields Asia College, its affiliates, and their respective officers, directors, trustees, employees, agents and representatives from any and all expenses and liabilities, including but not limited to reasonable attorneys’ fees, resulting from any content posted by such user or any violation of these Terms and Conditions of Usage.”

**Disclaimer.**

Every Brickfields Asia College social media site shall also include a disclaimer stating,

“Content posted to this site represents the views of the individuals who post it and, unless stated otherwise, neither represents the views of nor are endorsed by Brickfields Asia College.”

**III. Questions?**

Violators may be subject to disciplinary action, up to and including dismissal from the College or termination of employment. Any questions regarding site administration or Usage Guidelines may be addressed to the Brickfields Asia College Media Office.

Questions regarding copyright, privacy, advertising, and other legal requirements may be addressed to the Brickfields Asia College Media Office at [mithila@bac.edu.my](mailto:mithila@bac.edu.my)